

ORDER



Orders
Order / Rev: 719270 - 1
Alt Order #: 06358154
Product Desc: CARMONA FOR AZ Flight 10/9-10/15, 21
Estimate: 1875
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 10/03/12 / 10/03/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Carmona,R/ D / Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/08/12	10/14/12	99	\$63,060.00	\$53,601.00
10/15/12	10/21/12	21	\$10,615.00	\$9,022.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	120	\$73,675.00	\$62,623.75	0.00
Totals	120	\$73,675.00	\$62,623.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/09/12	10/15/12	M-F 530-6a 12 News Today	CM	530-6a	MTWTF--	:30	5	\$165.00	P-2	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/09/12	10/15/12	MTWTF--		5			\$165.00			0.00			
2	KPNX	10/09/12	10/15/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	10	\$500.00	P-2	0.00	NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/09/12	10/15/12	MTWTF--		10			\$500.00			0.00			
3	KPNX	10/13/12	10/13/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		2			\$200.00			0.00			
4	KPNX	10/13/12	10/13/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1			\$200.00			0.00			
5	KPNX	10/14/12	10/14/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1			\$200.00			0.00			
6	KPNX	10/14/12	10/14/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		2			\$200.00			0.00			

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Advertiser: Carmona,R/ D / Senate
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 Estimate: 1875
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KPNX	10/09/12	10/15/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	10	\$225.00	P-3	0.00	NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		10			\$225.00			0.00			
8	KPNX	10/09/12	10/15/12	M-F 11a-12p Today Show III	CM	11a-12p	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		5			\$175.00			0.00			
9	KPNX	10/09/12	10/15/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		5			\$175.00			0.00			
10	KPNX	10/09/12	10/15/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		5			\$175.00			0.00			
11	KPNX	10/09/12	10/15/12	1-2p Arizona Midday Arizona Midday	CM	1-2p	MTWTF--	:30	5	\$50.00	P-3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		5			\$50.00			0.00			
12	KPNX	10/09/12	10/15/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	5	\$375.00	P-3	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		5			\$375.00			0.00			
13	KPNX	10/13/12	10/13/12	Chris Matthews Chris Matthews	CM	Various	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1			\$350.00			0.00			
14	KPNX	10/09/12	10/15/12	M-F 4-5p 12 News EVB	CM	4-5p (4:00 PM-4:30 PM)	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		5			\$300.00			0.00			
15	KPNX	10/09/12	10/15/12	M-F 4-5p 12 News EVB	CM	4-5p (4:30 PM-5:00 PM)	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		5			\$300.00			0.00			
16	KPNX	10/09/12	10/15/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		5			\$400.00			0.00			
17	KPNX	10/09/12	10/15/12	NBC Nightly News NBC Nightly News	CM	Various (5:30 PM-6:00 PM)	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		5			\$1,000.00			0.00			
18	KPNX	10/09/12	10/15/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		5			\$500.00			0.00			
19	KPNX	10/13/12	10/13/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1			\$400.00			0.00			
20	KPNX	10/09/12	10/15/12	M-F 630-7p Extra	CM	630-7p	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		5			\$600.00			0.00			
21	KPNX	10/15/12	10/15/12	Mon Prime C Revolution	CM	9-10p	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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21	KPNX	10/15/12	10/15/12	Mon Prime C Revolution	CM	9-10p	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$2,500.00		0.00				
22	KPNX	10/09/12	10/09/12	Tue Prime C Parenthood	CM	9-10p	-T-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-T-----			1		\$2,500.00		0.00				
23	KPNX	10/09/12	10/09/12	Tue Prime A The Voice	CM	7-8p	-T-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-T-----			1		\$3,500.00		0.00				
24	KPNX	10/09/12	10/09/12	Tue Prime B Go On/ The New Norma	CM	8-9p	-T-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-T-----			1		\$2,500.00		0.00				
25	KPNX	10/10/12	10/10/12	Wed Prime B Law & Order: SVU	CM	8-9p	--W----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--W----			1		\$2,500.00		0.00				
26	KPNX	10/11/12	10/11/12	Thu Prime C Dateline	CM	9-10p	---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---T---			1		\$3,000.00		0.00				
27	KPNX	10/12/12	10/12/12	Fri Prime C Dateline	CM	9-10p	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	----F--			1		\$2,000.00		0.00				
28	KPNX	10/14/12	10/14/12	Local Prime Special Connecting Arizona	CM	9-10p (9:00 PM-10:00 PM)	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S			1		\$2,000.00		0.00				
29	KPNX	10/14/12	10/14/12	1035pm - Sports Tonight Sports Tonight	CM	1035-1105p	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S			1		\$350.00		0.00				
30	KPNX	10/09/12	10/15/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWTFSS	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTFSS			5		\$1,200.00		0.00				
31	KPNX	10/09/12	10/15/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	10	\$500.00	P-2	0.00	NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			10		\$500.00		0.00				
32	KPNX	10/09/12	10/15/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	MTWTF--	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			5		\$250.00		0.00				
33	KPNX	10/13/12	10/13/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a	-----S-	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-			1		\$1,300.00		0.00				
34	KPNX	10/14/12	10/14/12	NFL Regular Season Football NFL Regular Season F	CM	Various (5:30 PM-8:30 PM)	-----S	:30	2	\$4,500.00	P-2	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S			2		\$4,500.00		0.00				

*Tax 1 Note: Tax 0.5%.

Totals 120 \$73,675.00